



capabilities,
process
& samples

s t r a t e g i c
p r o c e s s

W h a t m a k e s
c o n s u m e r s b u y ?

consumers buy what they want.

better, cheaper, faster, premium,

masculine, feminine, decadent,

refined, tasty, sexy, reserved,

fun, respectful, acceptance,

etc.

they want it all ...

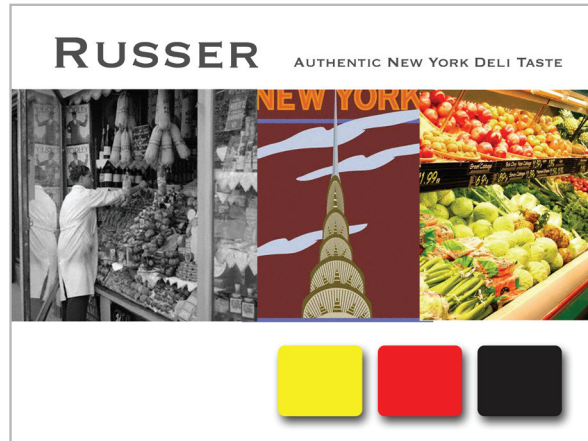
but most of all they want to feel
something... something good...

so give it to them already...

colors, typography & style res-
onate with different consum-
ers. They communicate specific
things.

out of three Style Choices...

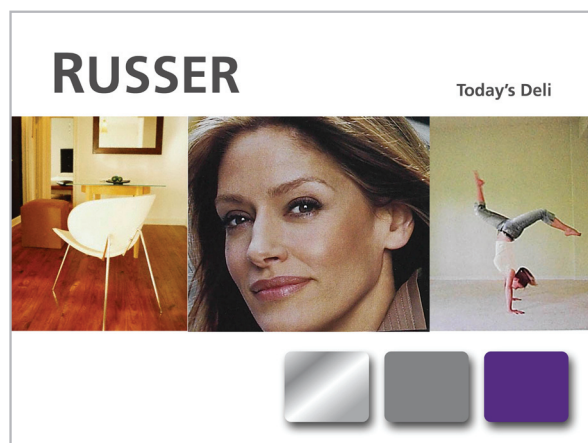
Authentic New York
Deli Taste



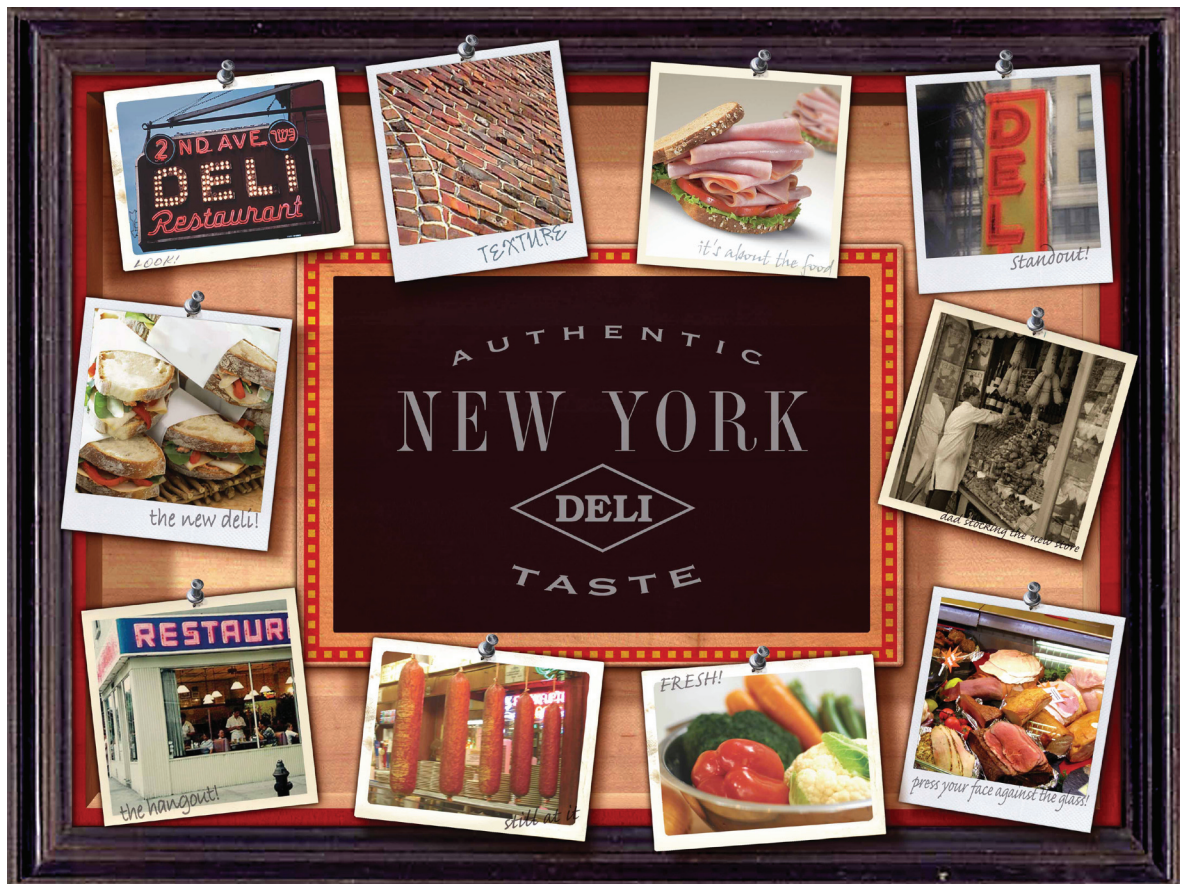
Upscale
Entertaining



The Healthy Choice



Consumers Choose...



Authentic New York Deli Taste

creating style boards helps
companies decide which direc-
tion to take in the future





and make a unified statement
about who they are

t y p o g r a p h y

c a n b e e x p r e s s i v e









The image features the word "Rays" in a highly stylized, white, cursive script font. The letters are thick and have a slight 3D effect, with a dark red outline. The word is set against a solid, vibrant red rectangular background. The overall style is reminiscent of mid-20th-century graphic design.

Old Spice

c o n s u m e r
g o o d s p a c k a g i n g
m a k e s a s p e c i f i c s t a t e m e n t









PUR
AIR FILTRATION SYSTEM

OUR BEST Premium

Ultra Allergen Defense **PERFORMANCE RATING 1250**

OUTPERFORMS ALL OTHER 1" FILTERS

- **90% effective at capturing large allergens** like mold spores and pet dander from the air passing through the filter
- **Captures microscopic allergens** like dust, smoke, and particles
- **Captures bacteria** and particles that can carry viruses
- **Better airflow** with 15% lower resistance than Filtrite Micro Allergen Reduction Filter

AMERICAN LUNG ASSOCIATION HEALTH HOUSE
Sealing the Breach to Improve Indoor Air Quality

PUR 16" x 20"x1" **OUR BEST Premium** **PERFORMANCE RATING 1250** Ultra Allergen Defense

PUR
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AMERICAN LUNG ASSOCIATION HEALTH HOUSE
Sealing the Breach to Improve Indoor Air Quality

PUR 16" x 20"x1" **OUR BEST Premium** **PERFORMANCE RATING 1250** Ultra Allergen Defense

PUR
AIR FILTRATION SYSTEM

Economy

Dust & Pollen Defense **PERFORMANCE RATING 600**

OUTPERFORMS ALL COMPETITORS 1" THICKER MEDIA FILTERS

- **90% effective at capturing large allergens** like mold spores and pet dander from the air passing through the filter
- **Captures microscopic allergens** like dust, smoke, and particles
- **Better airflow** with 15% lower resistance than Filtrite Micro Allergen Reduction Filter

AMERICAN LUNG ASSOCIATION HEALTH HOUSE
Sealing the Breach to Improve Indoor Air Quality

PUR 16" x 20"x1" **Economy** **PERFORMANCE RATING 600** Dust & Pollen Defense

PUR
AIR FILTRATION SYSTEM

Plus

Micro Allergen Defense **PERFORMANCE RATING 1000**

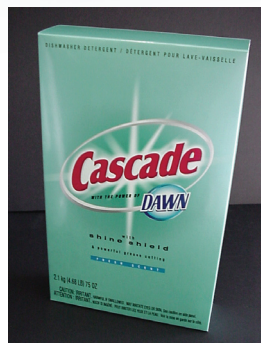
OUTPERFORMS ALL COMPETITORS 1" THICKER MEDIA FILTERS

- **90% effective at capturing large allergens** like mold spores and pet dander from the air passing through the filter
- **Captures microscopic allergens** like dust, smoke, and particles
- **Better airflow** with 15% lower resistance than Filtrite Micro Allergen Reduction Filter

AMERICAN LUNG ASSOCIATION HEALTH HOUSE
Sealing the Breach to Improve Indoor Air Quality

PUR 16" x 20"x1" **Plus** **PERFORMANCE RATING 1000** Micro Allergen Defense

















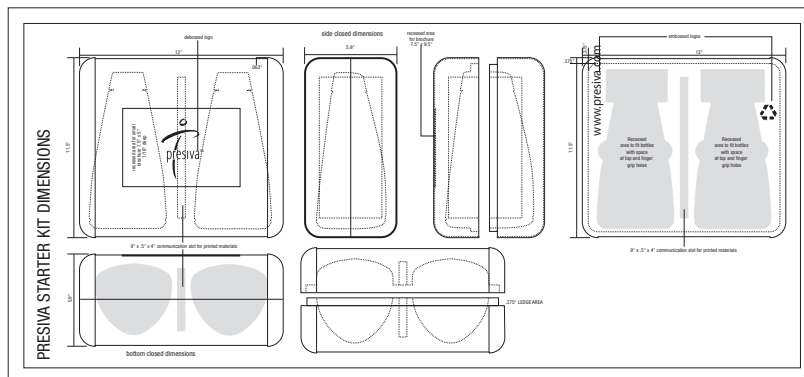














Introducing **PROJECT ECHO**

The Dawn of a New Era in Dish-Liquid Sales



< **NEW** limited-edition logo

"You should see the new Dawn® commercial. It will make you change your mind about the dish liquid you are using." – Test Consumer

RESTRICTED-P&G INTERNAL USE ONLY



food packaging
& photo direction
can make you
want to eat



EASY OPEN POUCH



PREMIUM
Chicken
BREAST



- Convenient Pouch
- No Draining
- 98% Fat Free

SERVING
SUGGESTION

NET WT 7.06 OZ (200g)



















p r o m o t i o n

s h o u l d c o n n e c t

w i t h c o r e c o n s u m e r s



INSPIRE YOUR INNER CHEF...



TASTE THE REGIONS OF ITALY...

...with these creative

Classico® Two Sauce Lasagna

- 12 Lasagna noodles
- 1 (16-ounce) container ricotta cheese
- 1 (10-ounce) package frozen chopped spinach (thawed and well drained)
- 2 cups (8 ounces) shredded mozzarella cheese
- 1/4 cup shredded Parmesan cheese (divided)
- 2 eggs
- 1 pound bulk Italian sausage or ground beef cooked and drained
- 1 (16-ounce) jar CLASSICO® Cabernet Marinara Pasta Sauce
- 1 (16-ounce) jar CLASSICO® Four Cheese Alfredo Pasta Sauce

Preheat oven to 350°. In large bowl, combine ricotta, spinach, mozzarella, 2 tablespoons Parmesan and eggs; mix well. In a 13 x 9 baking dish, spread 1 cup marinara sauce. Layer 4 lasagna noodles over sauce. Top with half cheese mixture, 1 cup marinara sauce and half cooked sausage. Repeat layers. Top with 4 remaining lasagna noodles. Spread Alfredo sauce evenly on top; sprinkle with remaining Parmesan. Cover; bake at 350° for 40 minutes. Uncover; bake 15 minutes longer or until bubbly. Let stand 10 minutes before serving.

Servings: 10-12 servings

- 1 pound
- 3 tablesq
- 8 ounce
- 1 cup sliced green onions
- 1 (16-ounce) jar CLASSICO® Creamy Alfredo Pasta Sauce

1 (12-ounce) package Fettuccine
Additional CLASSICO®
Basil Pesto
Sauce and Spread

Cook fettuccine as package directs, drain. In bowl, combine chicken and 3 tablespoons pesto. In nonstick skillet combine chicken, mushrooms and green onions; cook and stir over medium high heat until chicken is no longer pink. Stir in Alfredo sauce; heat through. Serve with hot fettuccine and additional pesto.

Servings: 4-6 servings



FOR MORE
GREAT RECIPES, VISIT
WWW.CLASSICO.COM



INSPIRED BY THE REGIONS OF ITALY.



leading
traditional
sauce

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TRY CLASSICO'S® SLOW SIMMERED
HOMEMADE TASTE
\$1.00 OFF
any TWO jars of CLASSICO® Pasta Sauce



MANUFACTURER COUPON | EXPIRES 06/30/06

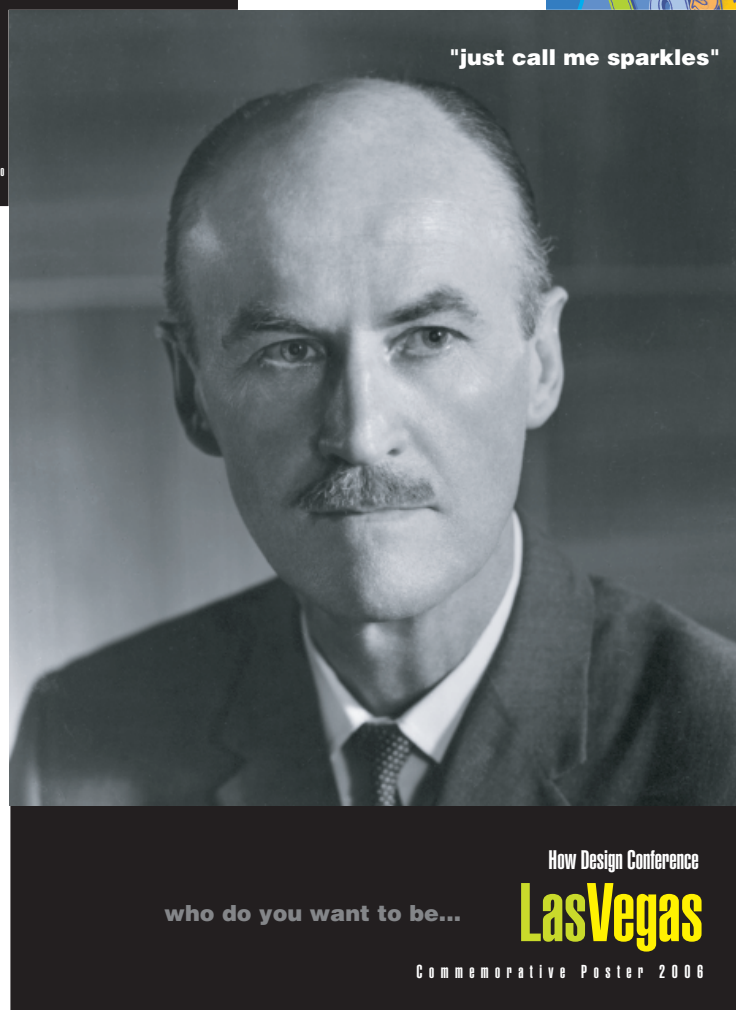
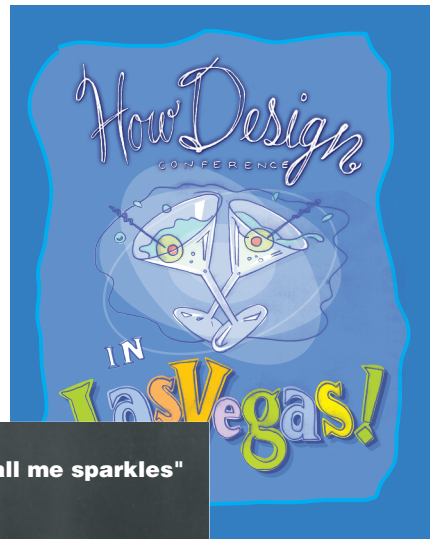
CONSUMER: Coupon good only in the USA on brands indicated. Void if reproduced, resold, transferred, traded, purchased or restricted. RETAILER: International Gourmet Specialties Company will reimburse you the face value of this coupon plus the handling fee redeemed in compliance with our redemption policy (available upon request). Cash value .0001¢. Good against any International Gourmet Specialties Company, P.O. Box 870101, El Paso, TX 79987-0101. LIMIT ONE COUPON PER PURCHASE. ©2006 International Gourmet Specialties Company. All rights reserved.

682229





beVegas



"just call me sparkles"

who do you want to be... **Las Vegas**

How Design Conference
Commemorative Poster 2006

examples of
illustration
& sketches
communicating



The Big Catch!

...ALLURING CAREER OPPORTUNITY INSIDE!

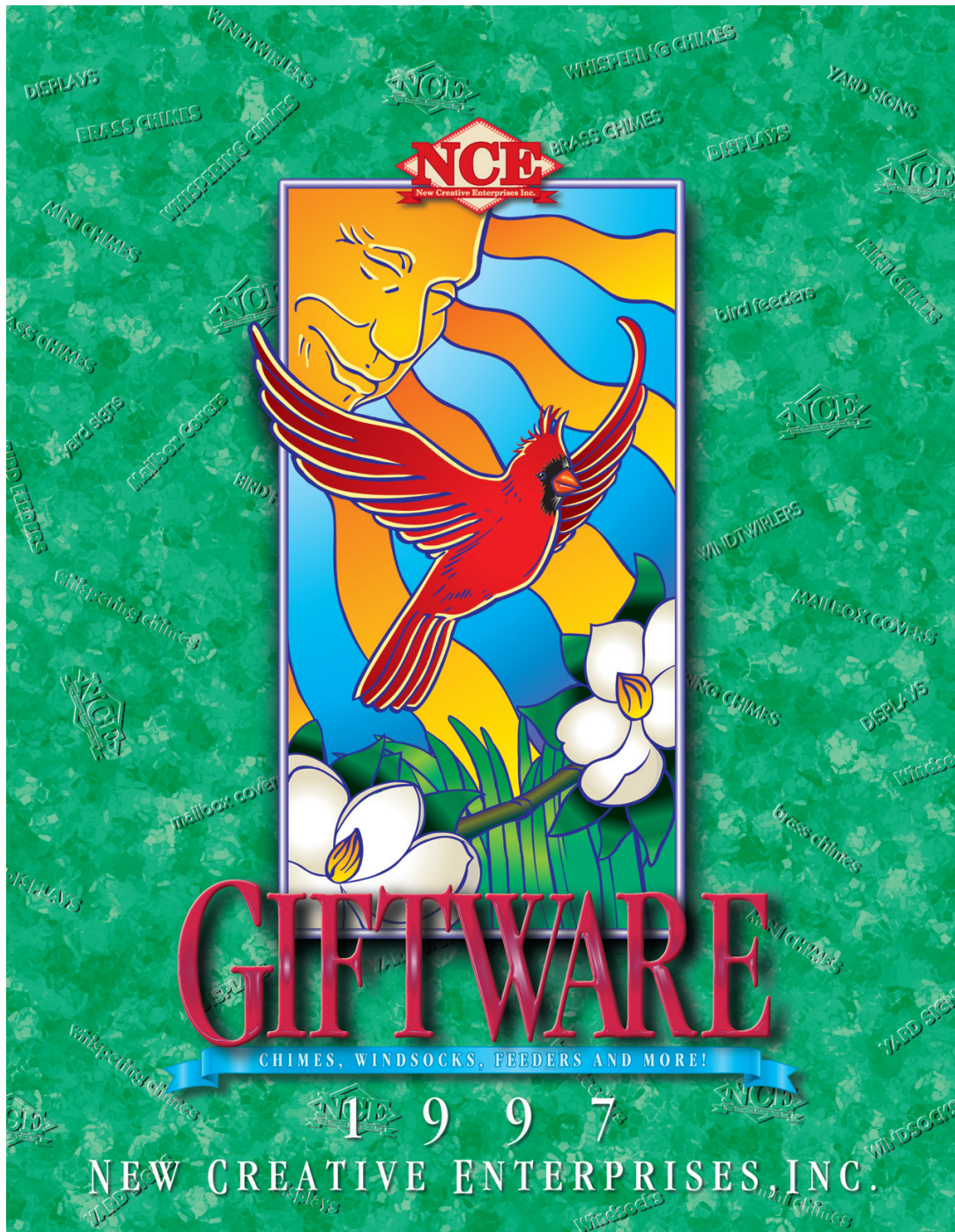


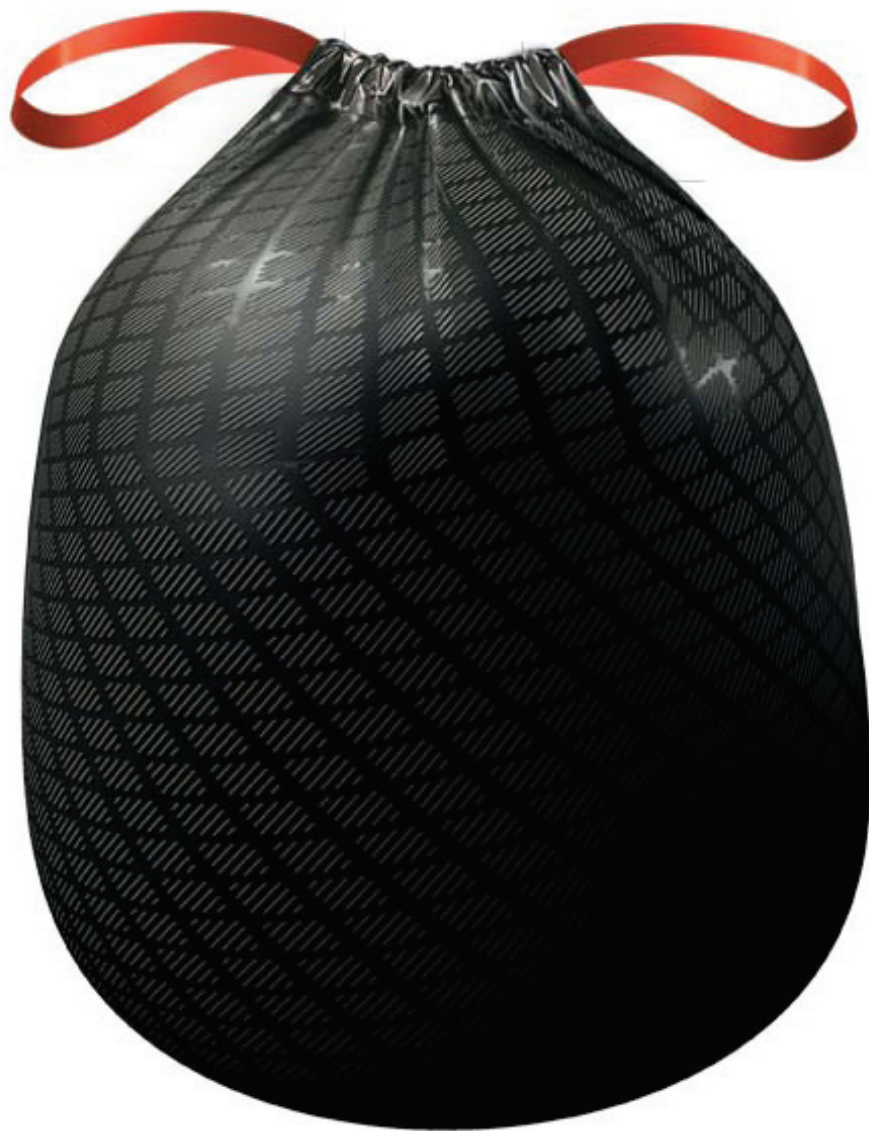
Interbrand

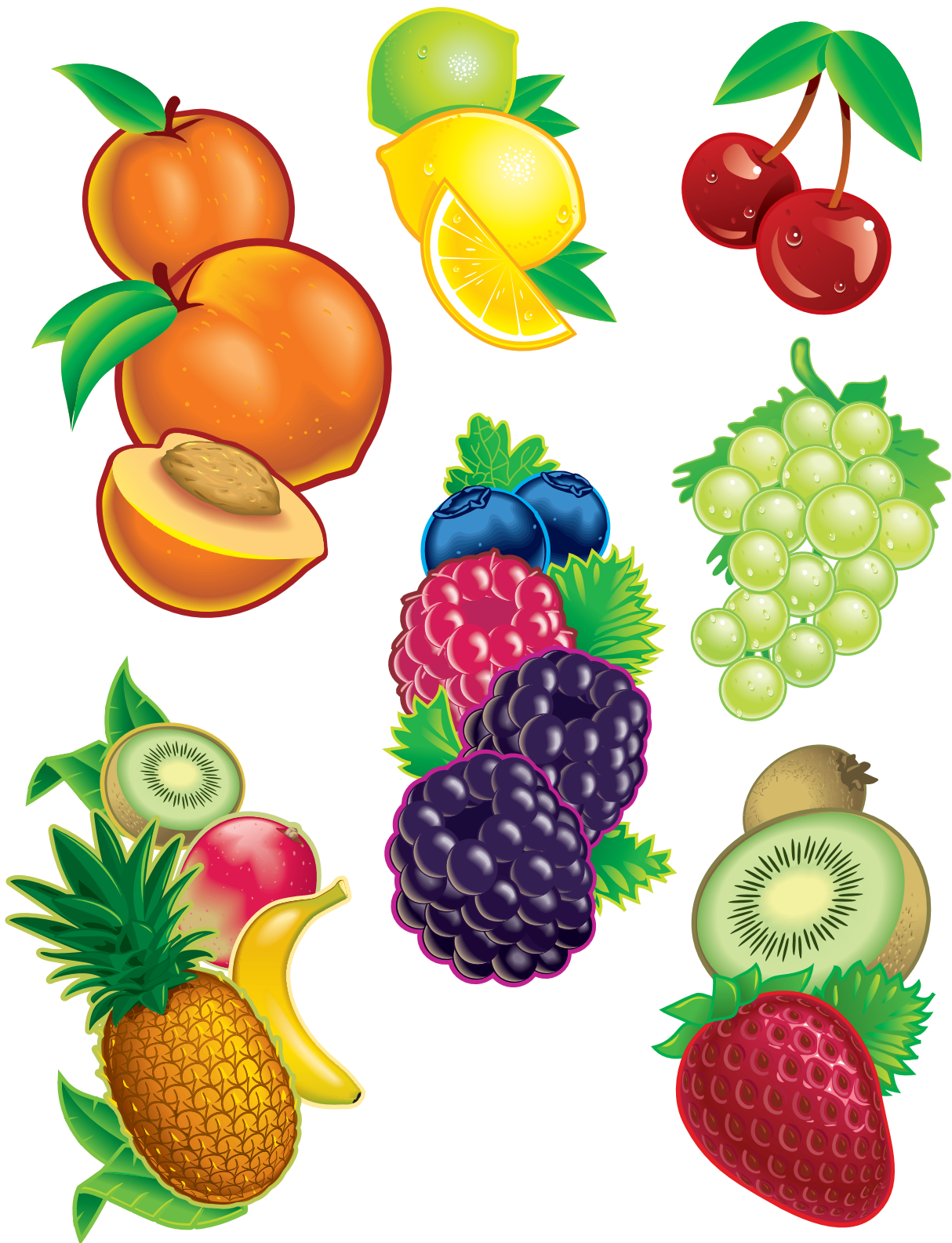




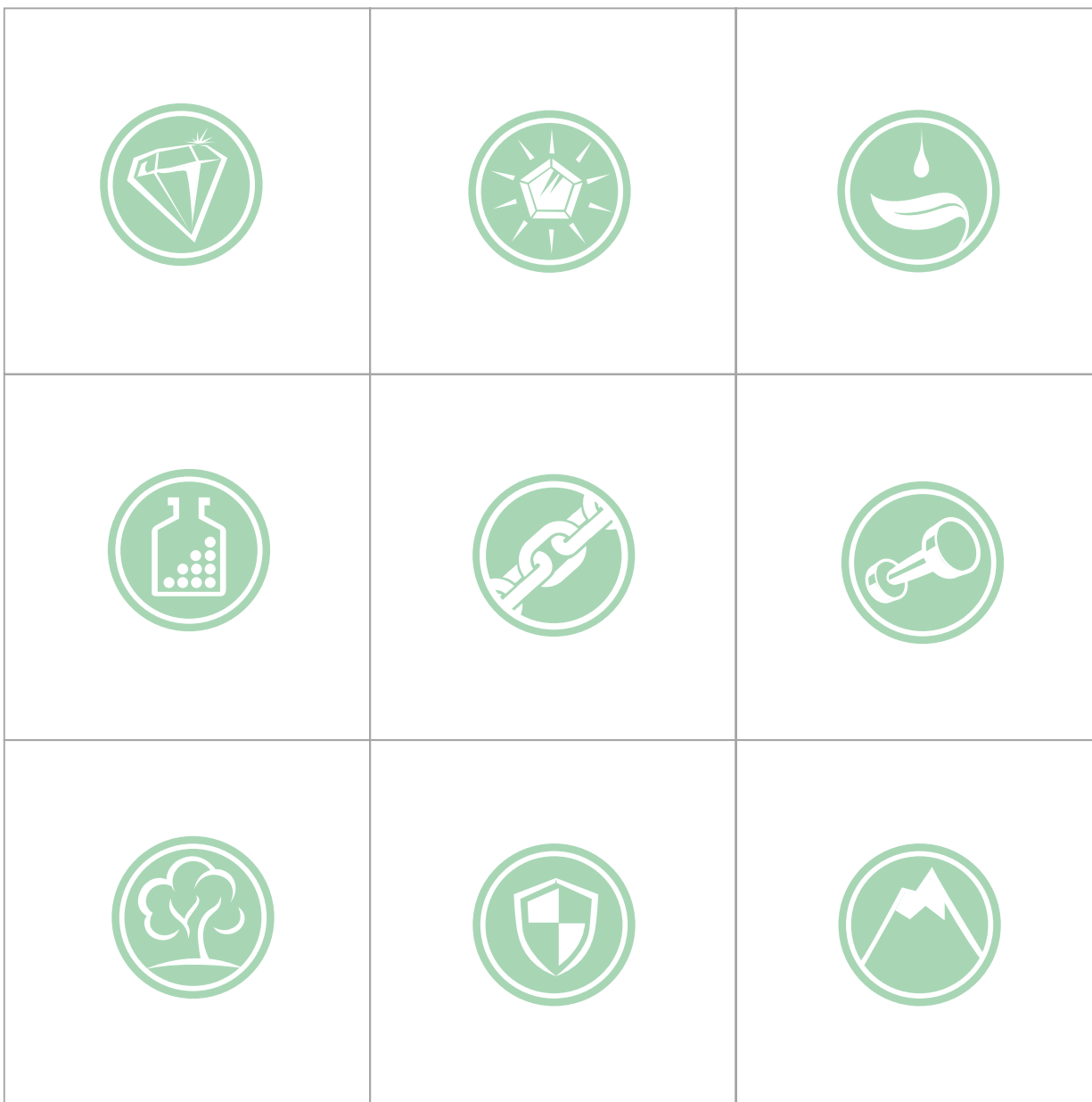


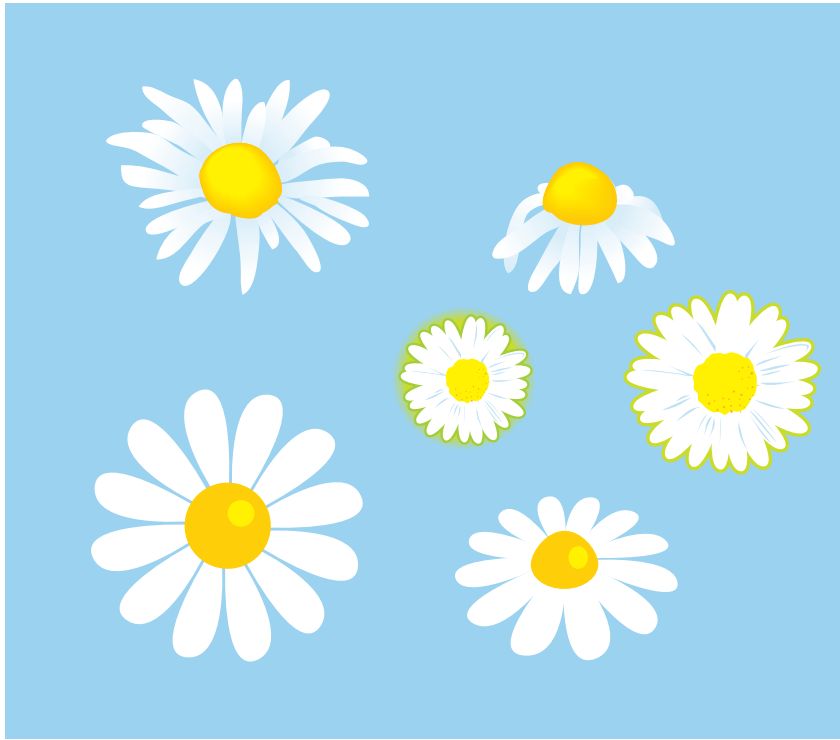






strengthens enamel



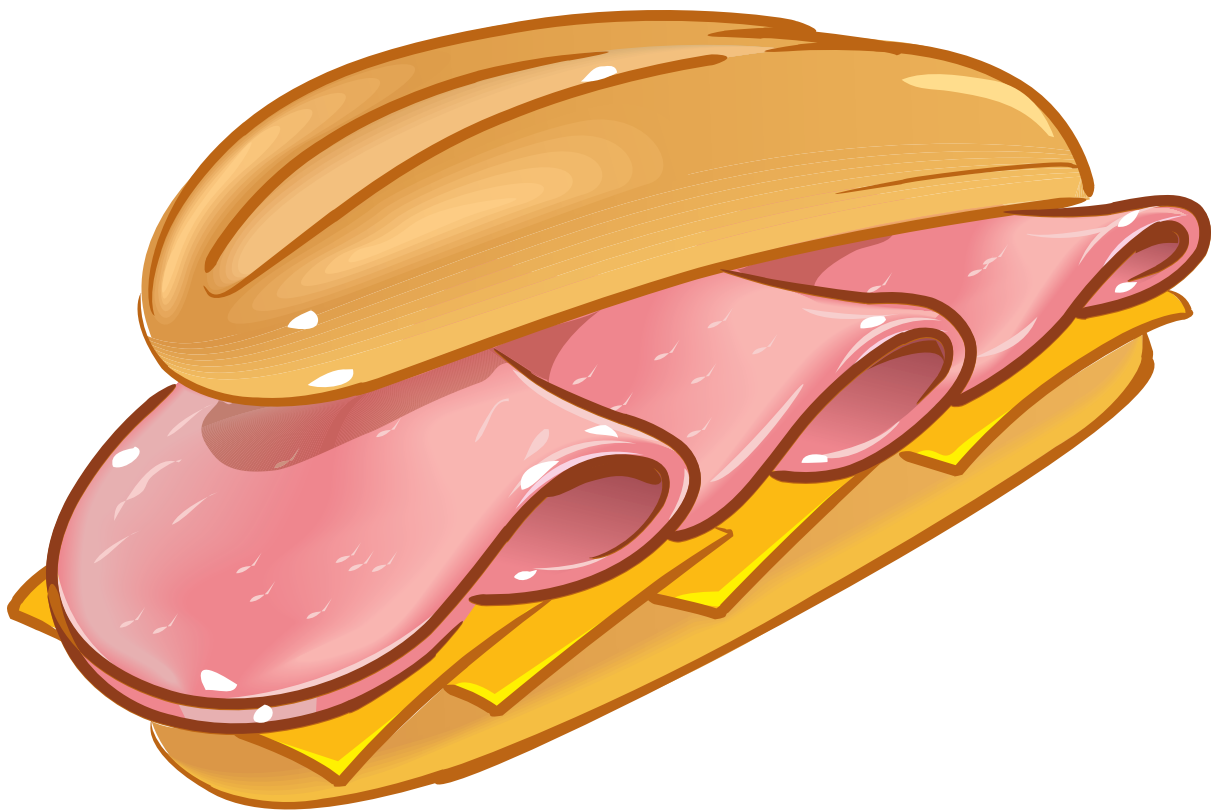
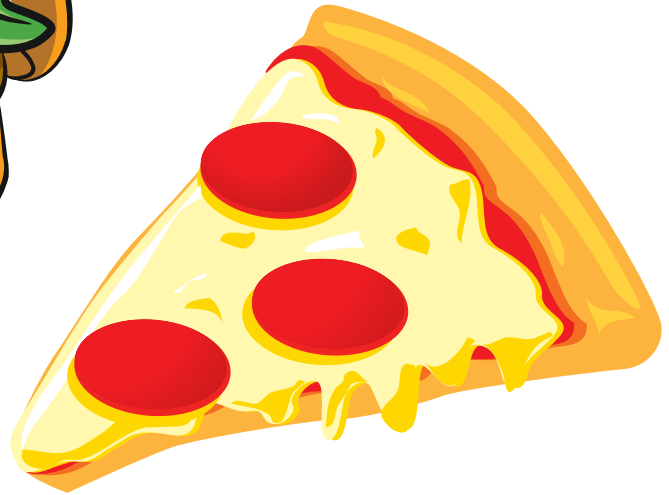








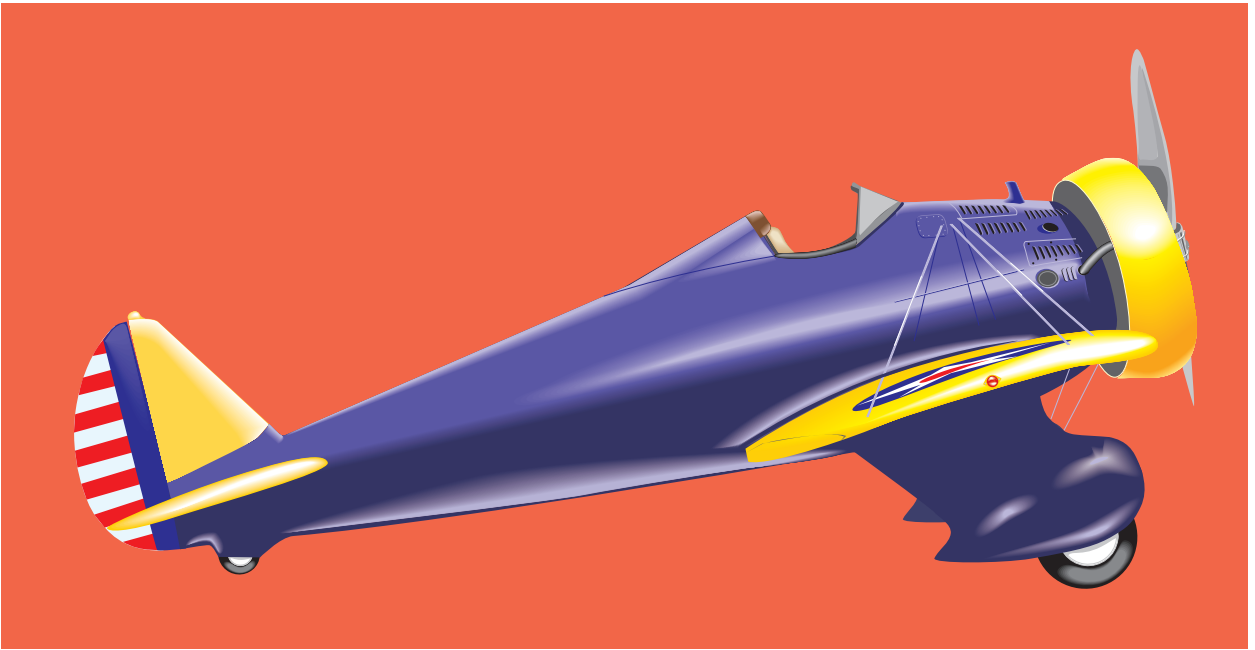


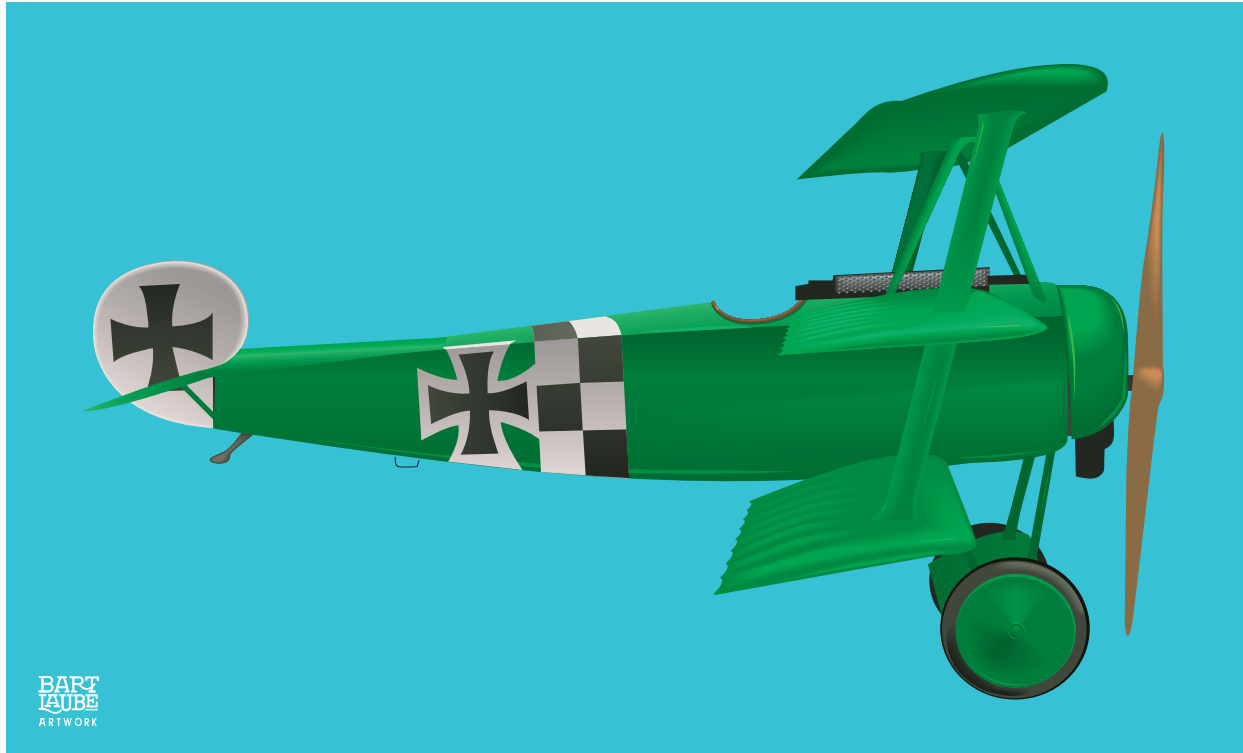


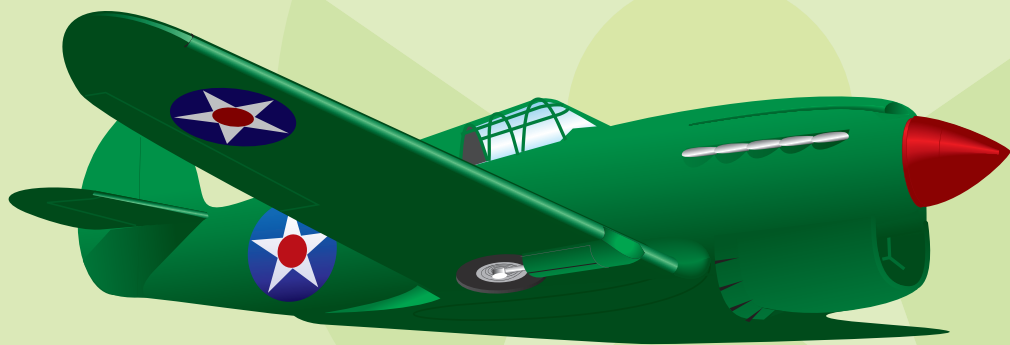










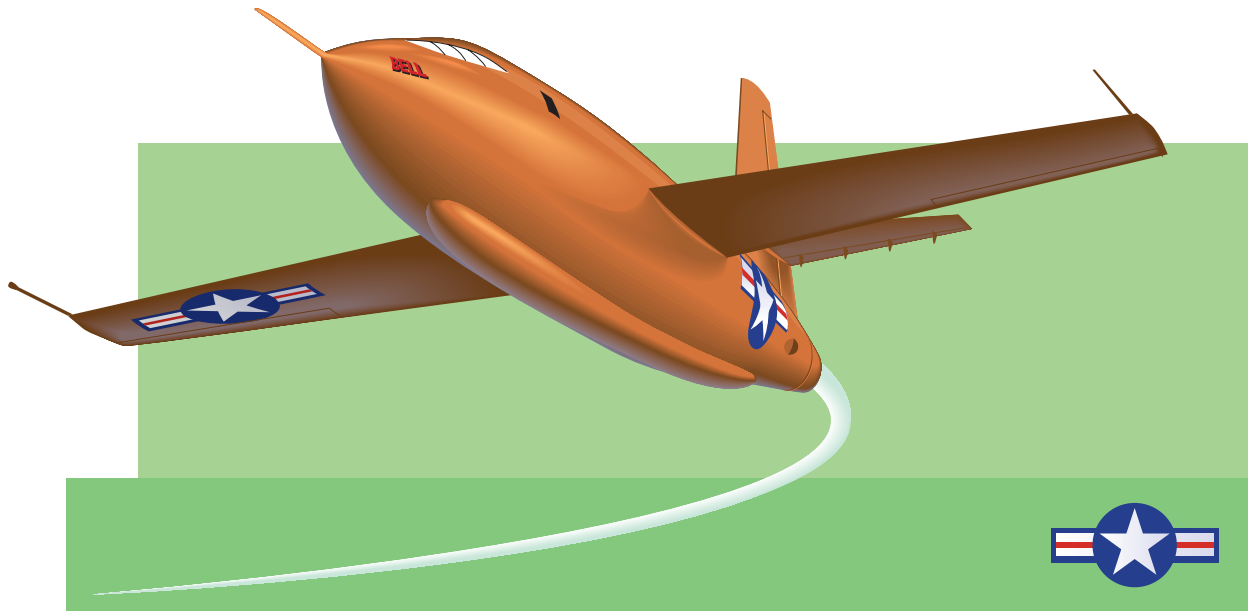


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BART
LAUBE
ARTWORK

Alatsky A-2

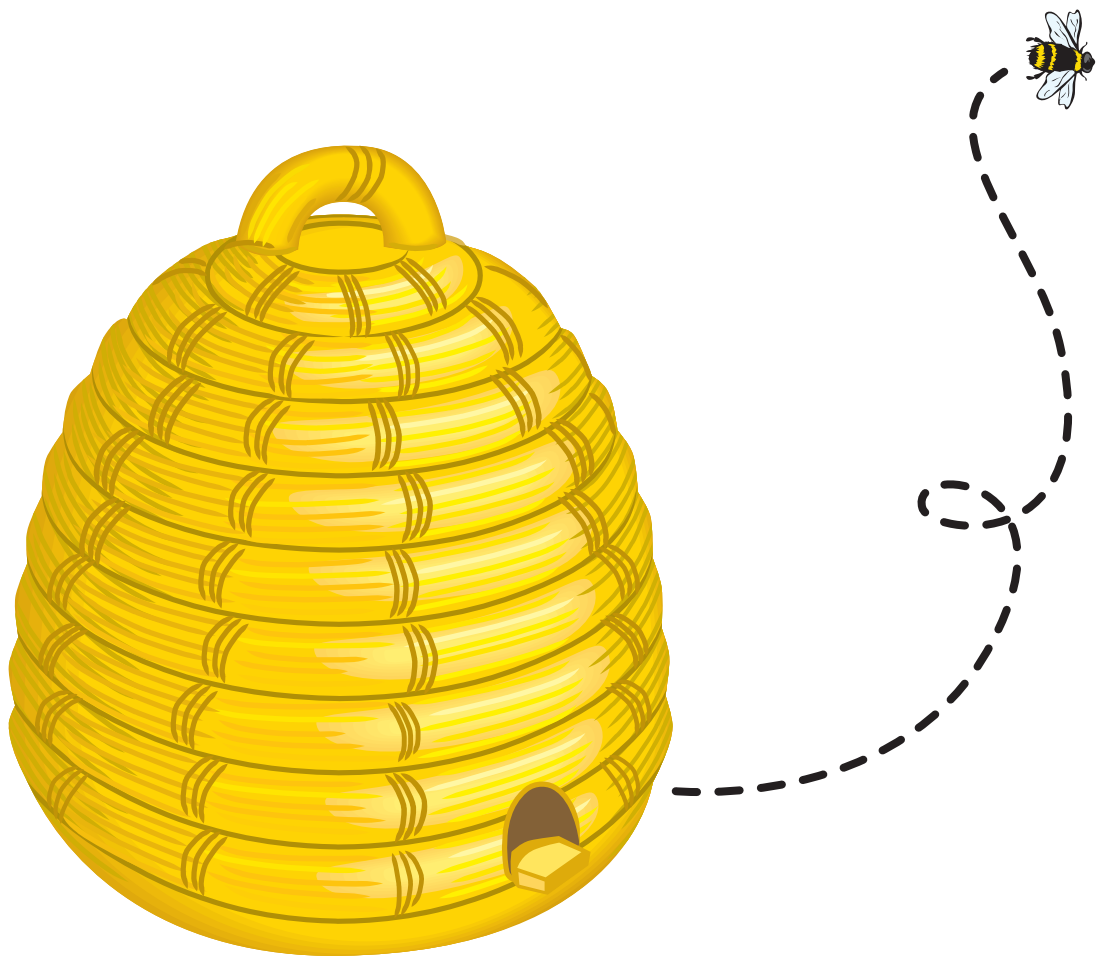


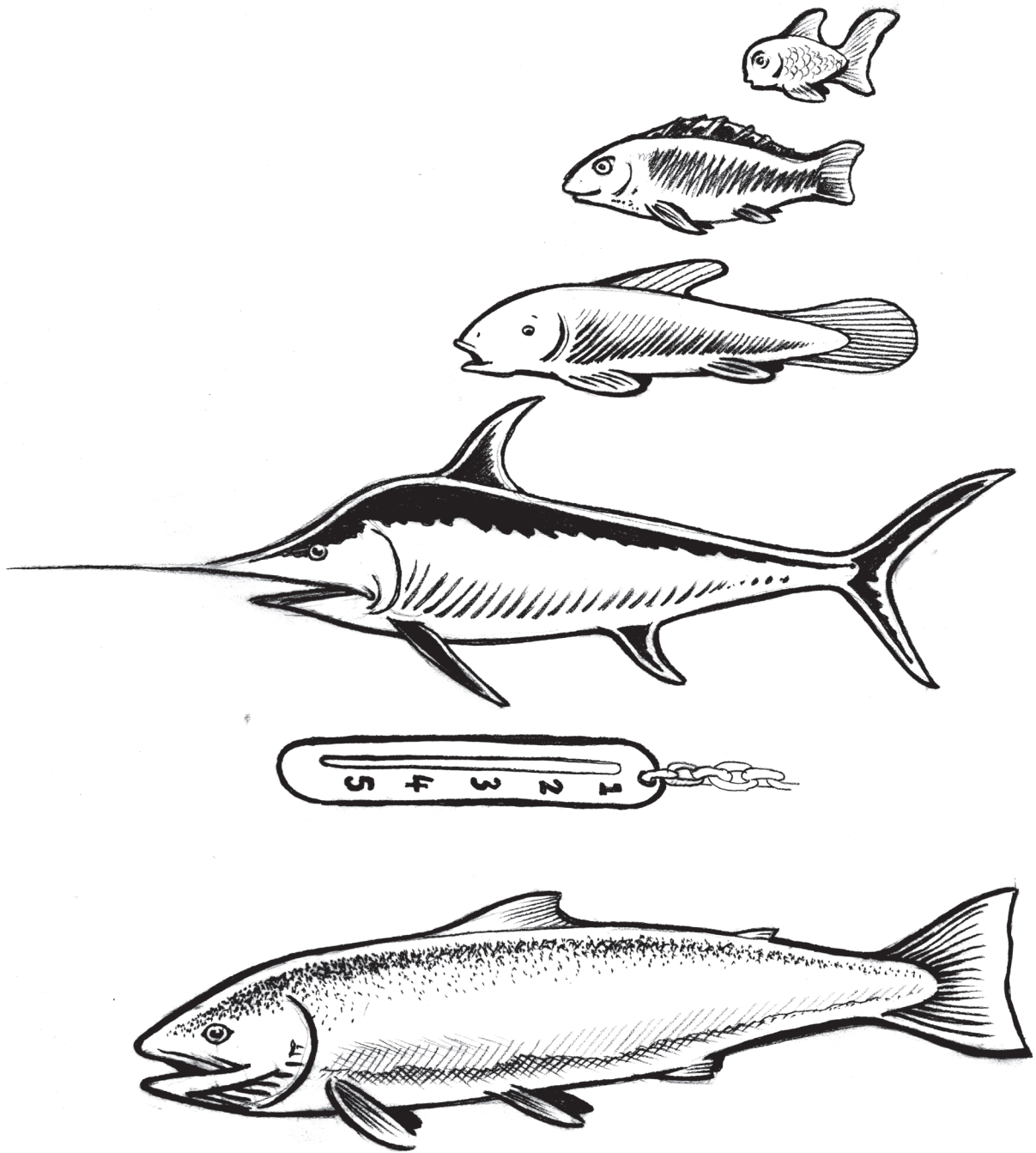


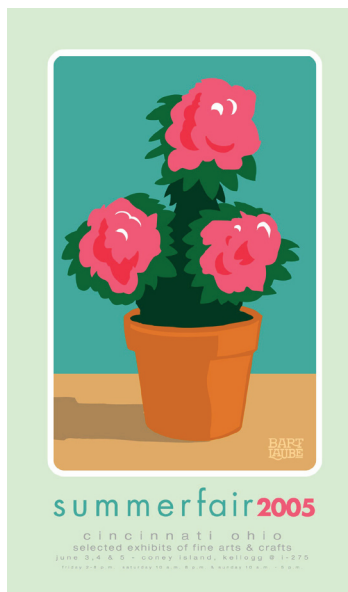
BART
LAUBE
ARTWORK



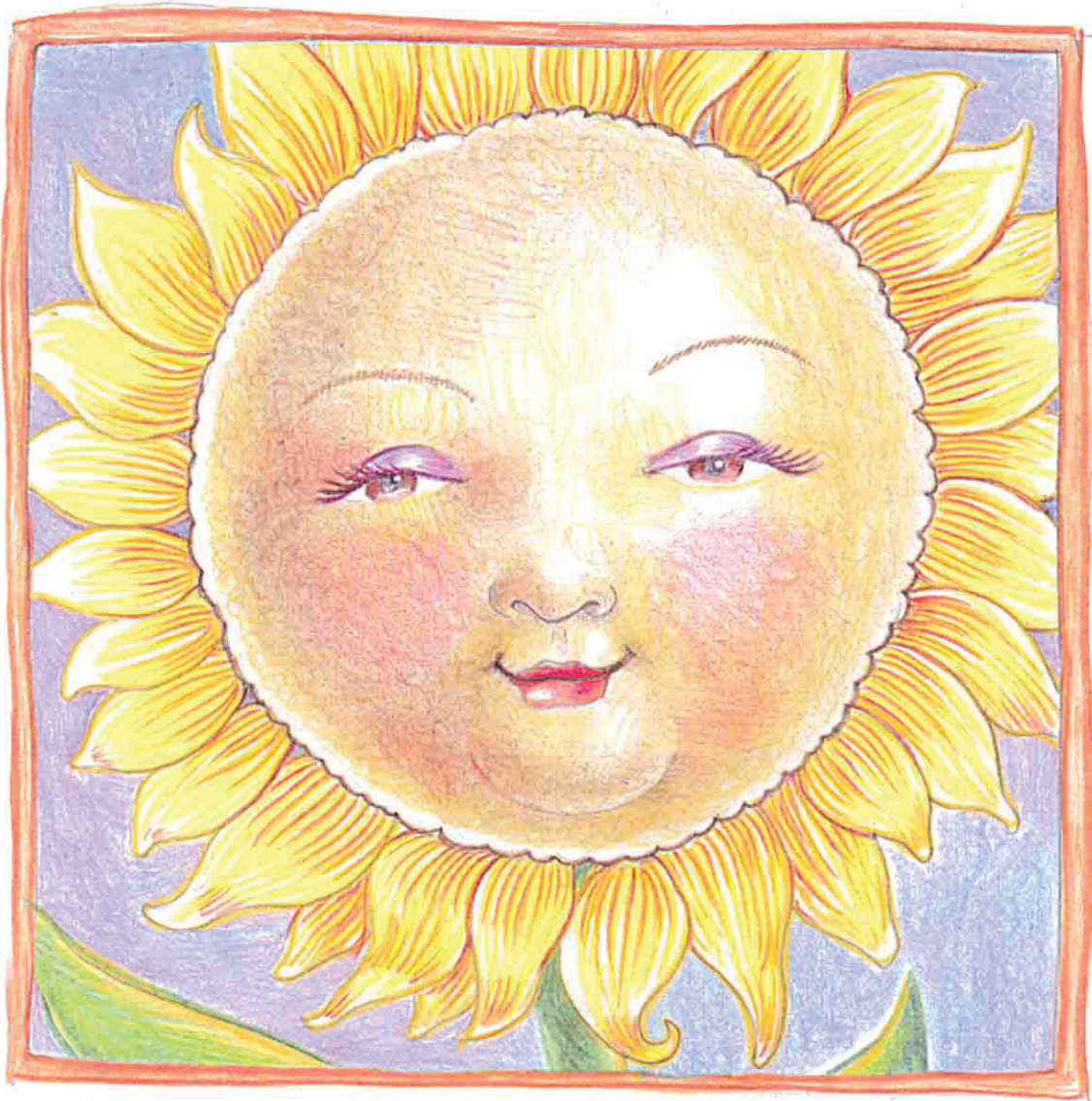


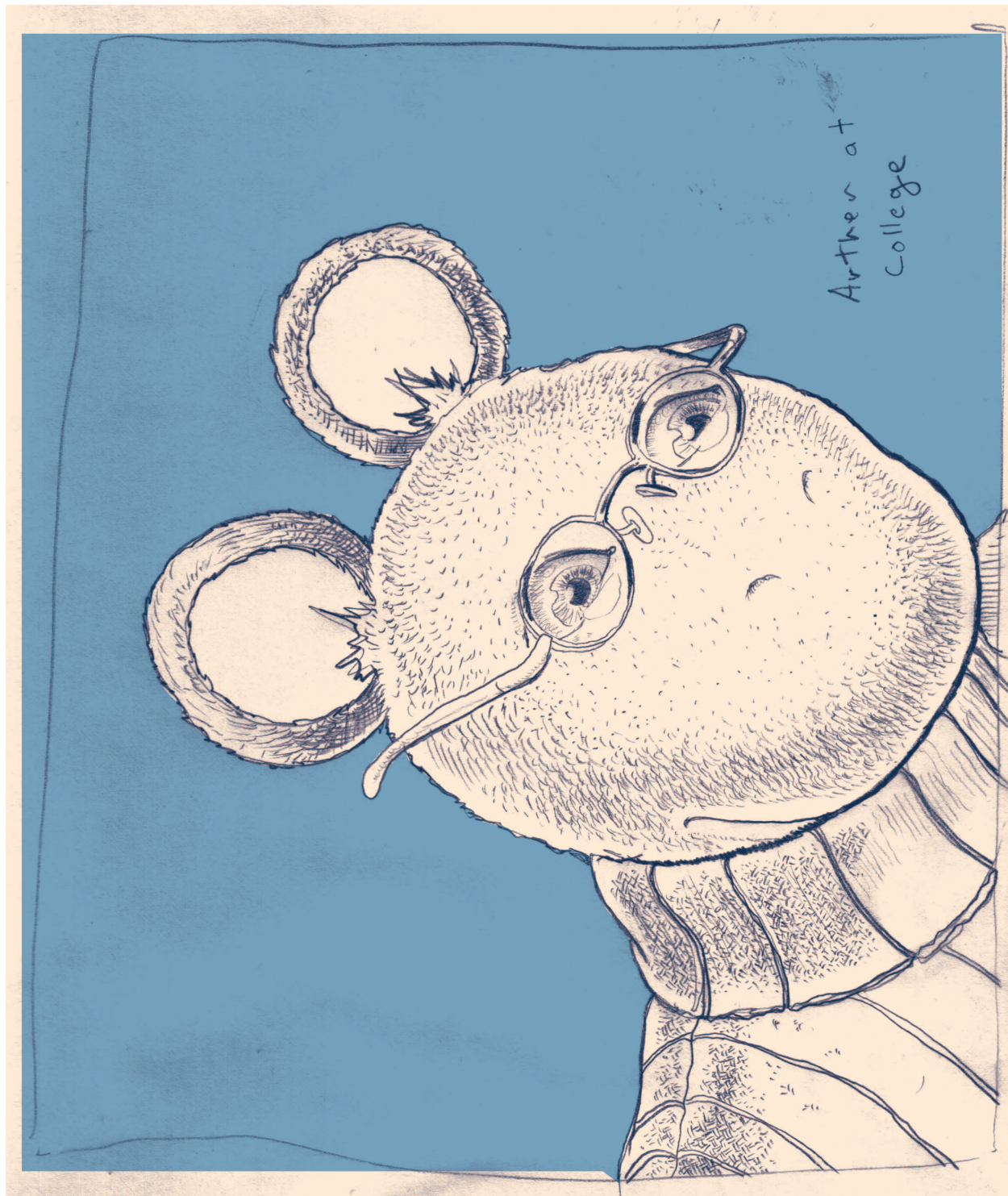






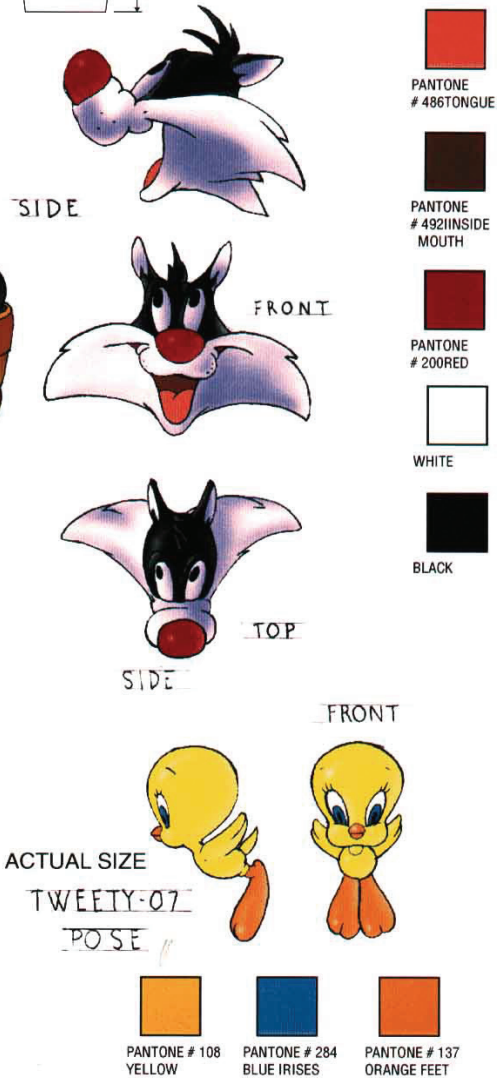
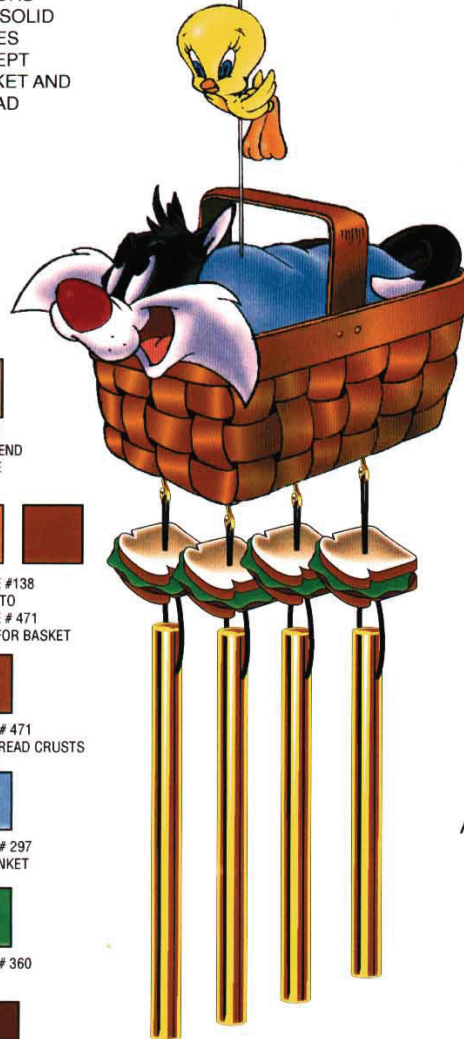
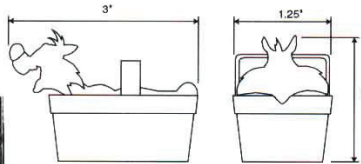






SYLVESTER IN A BASKET MINI CHIME

NOTE: MOST COLOR VARIATIONS ARE TO SHOW SHAPE AND NOT CHANGE OF COLOR. ALL COLORS ARE SOLID TONES EXCEPT BASKET AND BREAD



©NCE 7-16-98
BL

Bart Laube Resume

2004 interbrand
promoted to art director by fred richards
current projects include valvoline, stayfree & charmin
classico promotion, tyson strategy work,



1998 hulefeld
senior designer packaging team

illustration projects include impress, dawn, cascade glass,
cheer logo, crystal clear,

design projects include cheer, cascade, crest, dawn, gain
fabric softener, gerry, kroger, old spice, charmin, pur, iams,



1994 new creative enterprises
packaging team manager & product designer

design projects include b to b advertising, Peanuts™ flags,
Warner Bros 3d products, all metal display units, NCE cata-
log,

illustration projects include 12 NCE Product line catalog cov-
ers

packaging team manager on impressions line, kathy hatch
line,



1992 successful products
designed Summit Country Day logo with wreath
hand lettering, illustration & all related prepress



1991 velva sheen
completed production on 2456 pieces of art

1989 central academy commercial art
honors in figure drawing & zoo poster

6912 Britton Ave Cincinnati Ohio 45227
513-271-8683 barternational@yahoo.com

